

SCHOOL DISTRICT OF NEW LONDON

ADMINISTRATIVE GUIDELINE 851 - COMMERCIAL AND PROMOTIONAL SPONSORSHIP DEALS

- A. Inclusion of basic terms. Any agreement to enter into an educational sponsorship must be in writing and must include:
1. A statement of specific benefits of the sponsorship to the district or a particular school, including how the sponsorship will increase students' participation in educational or other programs, or how students will benefit from the agreement;
 2. The duration of the agreement, and a statement that the school board has the right to terminate the agreement without penalty if it determines in its sole discretion that the agreement is having an adverse impact on students' education;
 3. A statement clearly defining the roles, expectations, rights, and responsibilities of all parties to the agreement. This statement shall include a statement of whether the agreement permits the sponsor or partner to advertise in connection with the agreement and if so, the extent of such advertising;
 4. A guarantee of the monetary value to be received by the school or school division pursuant to the agreement and how the benefits arising from agreement will be distributed;
 5. A statement clearly defining whether the agreement creates any exclusive rights for the sponsor or partner and, if such rights are created, clearly defining those rights. If no exclusive rights are created, the sponsorship will not limit the discretion of the school board or its personnel in the use of sponsored or nonsponsored materials;
 6. A statement that the district, school board, and school must approve its identification as a cosponsor in all publicity materials and retain the exclusive right to authorize the use of its name, logo, or other similar information.
 7. A statement disclosing any relationship between the sponsor or partner, or any of its employees or major stockholders, and any student, school board employee, school board member, or the superintendent;
 8. A statement that the sponsorship will comply with all applicable federal and state laws, local ordinances, school board policies and regulations, and all preexisting school board contracts;

9. A statement that any participation by any student or school board employee in any activity established pursuant to the agreement will be purely voluntary and that no sponsorship shall exploit any student or school board employee;
 10. A statement that the sponsor assumes the responsibility for obtaining the consent of any student or school board employee whose likeness may appear in any materials disseminated by the partner or sponsor;
 11. A statement that no sponsor shall be permitted to collect personal information, including names, addresses, or telephone numbers of students or school board employees because of the sponsorship; and
 12. A statement that any curriculum materials provided pursuant to the agreement will be held to the same standards as other curriculum materials.
- B. Prohibitions. No agreement shall be entered into if the sponsorship involves or gives the appearance of involving any activity that could result in the following:
1. Promotion of hostility or violence;
 2. An attack on ethnic, racial, or religious groups;
 3. Discrimination prohibited by any law or school board policy;
 4. Promotion of the use of drugs, alcohol, tobacco, or firearms;
 5. Promotion of sexual, obscene, or pornographic activities; or
 6. Promotion of any image that is not in keeping with the established goals and purposes of the school board.

ADOPTION DATE: June 12, 2006

REVISION DATE(S):

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CROSS-REFERENCE: Policy 851 Commercial and Promotional Sponsorship Deals

LEGAL REFERENCE: